



STONE SOUP CONSULTING

CASE STUDY: Liga Portuguesa contra o Cancro – Núcleo Regional Sul

CASE STUDY

The challenge

To help develop a financial sustainability plan for Liga Portuguesa contra o Cancro – Núcleo Regional Sul that would simultaneously outline strategic objectives in terms of growth and membership. The plan should suggest diverse international and national fundraising techniques and deal with membership support. Structural challenges and organisational management would also be addressed. At the same time assist in the recruitment and selection process of a Fundraising and Communications Director.

The process

Having in mind the sustainability of the organisation, the Plan was developed together with the organisation, with working groups. Simultaneously we developed terms of reference, a recruitment and selection process and assisted Liga – NRS in the selection process including interviews. A specific training for the new Director took place. A workshop at the end of the project with the presence of the newly recruited Fundraising and Communications Director, consolidated the knowledge acquired and allowed for the creation of specific procedures to implement the plan



The results

A Financial Sustainability Plan for two years to help the organisation grow and develop..A new Fundraising and Communications director to supervise the implementation of the Plan.



The future

To develop and implement the Plan Liga - NRS will undertake structural changes and work on its visibility. It will also attract new types of members and implement new and innovative fundraising techniques that will reinforce the organisation's financial sustainability.